#### (19) World Intellectual Property **Organization** International Bureau



# : TRIBLE 4 (1911) A STOLER LITER BESTER BETTER THE TRIBLE FROM THE STOLER BETTER BETTER BETTER BETTER BETTER B

(43) International Publication Date 9 December 2004 (09.12.2004)

**PCT** 

### (10) International Publication Number WO 2004/107231 A1

(51) International Patent Classification7:

G06F 17/60

(21) International Application Number:

PCT/IB2004/050787

(22) International Filing Date:

27 May 2004 (27.05.2004)

(25) Filing Language:

**English** 

(26) Publication Language:

**English** 

(30) Priority Data:

03101608.2

3 June 2003 (03.06.2003)

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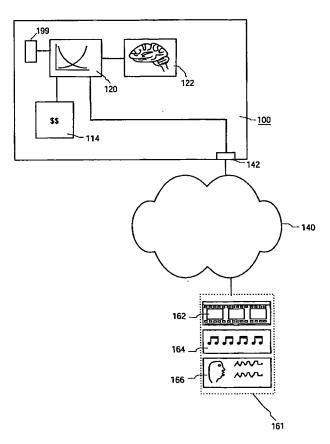
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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH,

[Continued on next page]

#### (54) Title: MULTIMEDIA PURCHASING APPARATUS, PURCHASING AND SUPPLYING METHOD



(57) Abstract: The multimedia purchasing apparatus (100) for purchasing multimedia content (161) over a network (140), interacting with a user profiling unit (122) containing information on user preferences of multimedia, has a user negotiation unit (120) comprised, which is arranged to autonomously purchase the multimedia content (161) guided by a budget specification (114). Different negotiation strategies may be used to purchase content as desired by the user.

## WO 2004/107231 A1



GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

#### Published:

with international search report

 before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

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